

IN THE CLAIMS

Please CANCEL Claims 12 and 34 without prejudice to or disclaimer of the subject matter contained therein.

Please AMEND Claims 1, 3, 7, 8, 11, 16, 19, 23, 25, 29, 30, 33, 38, 41, 45, 49, 54, and 60-66 as follows.

1. (Currently Amended) A method for a user to shop online in a three dimensional (3D) virtual reality (VR) setting, the method comprising:

receiving a request at a shopping server, the shopping server having a shopping cart memory, to view a virtual shopping location;

displaying the virtual shopping location on a user computer in a 3D interactive simulation view via a web browser to emulate a real-life shopping experience for the user, the virtual shopping location having ~~at least one~~ a first store and a second store;

obtaining a request to enter into ~~[[a]]~~ the first store of the virtual shopping location;

displaying an actual store website of the first store on the user computer in the same web browser, in response to the request to enter into the first store, wherein the actual store website of the first store is linked to the virtual shopping location, ~~and wherein the actual store website is independently managed by the first store, and resides on a second server and does not reside on the shopping server;~~

receiving a request to insert a product ~~from the actual store website of the first store~~ into a virtual shopping cart; ~~wherein the receiving of a request to insert includes storing the product into a shopping cart memory; and~~

storing the product from the actual store website of the first store in the shopping cart memory of the shopping server;

obtaining a request to enter into the second store of the virtual shopping location;

displaying an actual store website of the second store on the user computer in the same web browser, in response to the request to enter into the second store, wherein the actual store website of the second store is linked to the virtual shopping location, is independently managed by the second store, and resides on a third server;

receiving a request to insert a product from the actual store website of the second store into the virtual shopping cart;

storing the product from the actual store website of the second store in the shopping cart memory of the shopping server;

receiving a request to purchase the products in the virtual shopping cart, ~~wherein the products in the virtual shopping cart are from different stores of the virtual shopping location.~~

2. (Previously Presented) The method of claim 1, wherein the displaying of the virtual shopping location includes introducing a virtual concierge to the user.

3. (Currently Amended) The method of claim 61, wherein the product from the actual store website of the first store is a real estate property.

4-6. (Cancelled)

7. (Currently Amended) The method of claim 1, further comprising:

processing the request to purchase the products in the virtual shopping cart; and

shipping the purchased products using one tracking number in one shipment.

8. (Currently Amended) The method of claim 1, wherein at least one of the actual store websites website has one or more enhanced VR features.

9. (Previously Presented) The method of claim 1, wherein the displaying of the virtual shopping location includes displaying a product in a virtual store window to emulate real-life window shopping.

10. (Previously Presented) The method of claim 1, wherein the displaying of the virtual shopping location includes displaying a product offer to emulate real-life sales advertising.

11. (Currently Amended) The method of claim 1, wherein the displaying of the actual store website of the first store includes displaying a customer representative to assist the user in real-time purchasing selecting of the product from the actual store website of the first store.

12. (Cancelled)

13. (Previously Presented) The method of claim 61, wherein the presenting of the product includes displaying a product information sheet received from a product information database.

14. (Previously Presented) The method of claim 1, further comprising:
receiving a request for a price comparison, a product comparison, or a merchant offer.

15. (Previously Presented) The method of claim 1, further comprising:
retrieving information data from a product comparison database and displaying the information data to the user.

16. (Currently Amended) The method of claim 1, further comprising:
storing [[a]] clickstream data of actions of the user ~~the user's actions~~ within the 3D VR setting in a clickstream database.

17. (Previously Presented) The method of claim 16, further comprising:
receiving a request from a merchant website to obtain the clickstream data.

18. (Previously Presented) The method of claim 16, further comprising:
automatically displaying product cross-selling information or product offers and information to the user based upon the stored clickstream data.

19. (Currently Amended) The method of claim 1, further comprising:
receiving a request at the shopping server to personalize the virtual shopping location.

20. (Previously Presented) The method of claim 1, further comprising:
receiving a request at the shopping server to link-up with at least one other user.

21. (Previously Presented) The method of claim 1, further comprising:
presenting a shopping game to the user computer.

22. (Cancelled)

23. (Currently Amended) An apparatus for a user to shop online in a three dimensional (3D) virtual reality (VR) setting, the apparatus comprising:
means for receiving a request at a shopping server, the shopping server having a shopping cart memory, to view a virtual shopping location;
means for displaying the virtual shopping location on a user computer in a 3D interactive simulation view via a web browser to emulate a real-life shopping experience for the user, the virtual shopping location having ~~at least one~~ a first store and a second store;
means for obtaining a request to enter into ~~[[a]]~~ the first store of the virtual shopping location;
means for displaying an actual store website of the first store on the user computer in the same web browser, in response to the request to enter into the first store, wherein the actual

store website of the first store is linked to the virtual shopping location, and wherein the actual store website is independently managed by the first store, and resides on a second server and does not reside on the shopping server;

means for receiving a request to insert a product from the actual store website of the first store into a virtual shopping cart; wherein the means for receiving a request to insert includes means for storing the product into a shopping cart memory; and

means for storing the product from the actual store website of the first store in the shopping cart memory of the shopping server;

means for obtaining a request to enter into the second store of the virtual shopping location;

means for displaying an actual store website of the second store on the user computer in the same web browser, in response to the request to enter into the second store, wherein the actual store website of the second store is linked to the virtual shopping location, is independently managed by the second store, and resides on a third server;

means for receiving a request to insert a product from the actual store website of the second store into the virtual shopping cart;

means for storing the product from the actual store website of the second store in the shopping cart memory of the shopping server;

means for receiving a request to purchase the products in the virtual shopping cart; wherein the products in the virtual shopping cart are from different stores of the virtual shopping location.

24. (Previously Presented) The apparatus of claim 23, wherein the means for displaying the virtual shopping location includes means for introducing a virtual concierge to the user.

25. (Currently Amended) The apparatus of claim 62, wherein the product from the actual store website of the first store is a real estate property.

26-28. (Cancelled)

29. (Currently Amended) The apparatus of claim 23, further comprising:
means for processing the request to purchase the products in the virtual shopping cart;
and
means for shipping the purchased products using ~~having~~ one tracking number in one shipment.

30. (Currently Amended) The apparatus of claim 23, wherein at least one of the actual store websites website has one or more enhanced VR features.

31. (Previously Presented) The apparatus of claim 23, wherein the means for displaying the virtual shopping location includes means for displaying a product in a virtual store window to emulate real-life window shopping.

32. (Previously Presented) The apparatus of claim 23, wherein the means for displaying the virtual shopping location includes means for displaying a product offer to emulate real-life sales advertising.

33. (Currently Amended) The apparatus of claim [[62]] 23, wherein the means for displaying the actual store website of the first store includes means for displaying a customer representative to assist the user in real-time selecting purchasing of the product from the actual store website of the first store.

34. (Cancelled)

35. (Previously Presented) The apparatus of claim 62, wherein the means for presenting the product includes means for displaying a product information sheet received from a product information database.

36. (Previously Presented) The apparatus of claim 23, further comprising:
means for receiving a request for a price comparison, a product comparison, or a merchant offer.

37. (Previously Presented) The apparatus of claim 23, further comprising:
means for retrieving information data from a product comparison database and means for displaying the information data to the user.

38. (Currently Amended) The apparatus of claim 23, further comprising:
means for storing [[a]] clickstream data of the actions of the user user's actions within
the 3D VR setting in a clickstream database.

39. (Previously Presented) The apparatus of claim 38, further comprising:
means for receiving a request from a merchant website to obtain the clickstream data.

40. (Previously Presented) The apparatus of claim 38, further comprising:
means for automatically displaying product cross-selling information or product offers
and information to the user based upon the stored clickstream data.

41. (Currently Amended) The apparatus of claim 23, further comprising:
means for receiving a request at the shopping server to personalize the virtual
shopping location.

42. (Previously Presented) The apparatus of claim 23, further comprising:
means for receiving a request at the shopping server to link-up with at least one other
user.

43. (Previously Presented) The apparatus of claim 23, further comprising:
means for presenting a shopping game to the user computer.

44. (Cancelled)

45. (Currently Amended) An apparatus for a user to shop online in a three dimensional (3D) virtual reality (VR) setting, the apparatus comprising:

a shopping server having a shopping cart memory;

a virtual shopping location displayer coupled to the shopping server to display a virtual shopping location on a user computer in a 3D interactive simulation view via a web browser to emulate a real-life shopping experience for the user, the virtual shopping location having ~~at least one~~ a first store and a second store;

a store requester coupled to the shopping server, the store requester to request to enter into ~~[[a]]~~ the first store or the second store of the virtual shopping location;

a website displayer coupled to the store requester, the website displayer to display an actual store website of the first store and an actual store website of the second store, respectively, on the user computer in the same web browser, in response to the request to enter into the first store or the second store, wherein the actual store website of the first store and the actual store website of the second store each is linked to the virtual shopping location, ~~and wherein the actual store website is independently managed by the~~ respective store, ~~and~~ reside on separate respective servers ~~does not reside on the shopping server~~;

a shopping cart memory coupled to the shopping server to store a product if the user wants to purchase the product; and

a product inserter coupled to the website displayer to insert a product from the actual store website of the first store and a product from the actual store website of the second store into a virtual shopping cart by storing the products in the shopping cart memory; and

a purchase requester coupled to the shopping server to receive a request to purchase the products in the virtual shopping cart, wherein the products are from different stores.

46. (Previously Presented) The apparatus of claim 45, further comprising:

a virtual concierge introducer coupled to the shopping server.

47-48. (Cancelled)

49. (Currently Amended) The apparatus of claim 63, wherein the product from the actual store website of the first store is a real estate property.

50. (Previously Presented) The apparatus of claim 45, further comprising:

a product shipper coupled to the purchase requester.

51. (Previously Presented) The apparatus of claim 45, wherein the shopping server includes a window displayer to emulate real-life window shopping.

52. (Previously Presented) The apparatus of claim 45, wherein the shopping server includes a product offer displayer.

53. (Previously Presented) The apparatus of claim 45, wherein the shopping server includes at least one customer representative.

54. (Currently Amended) The apparatus of claim 45, wherein the shopping server includes an interactive viewer, the interactive viewer ~~allows~~ allowing the user to view a 360 degree VR interactive view of the product from the actual store website of the first store.

55. (Previously Presented) The apparatus of claim 45, further comprising:
a clickstream data storer coupled to the shopping server.

56. (Previously Presented) The apparatus of claim 55, wherein the clickstream data storer is coupled to a merchant website requester.

57. (Previously Presented) The apparatus of claim 45, further comprising:
a link-up requester coupled to the shopping server.

58. (Previously Presented) The apparatus of claim 45, further comprising:
a shopping game presenter coupled to the shopping server.

59. (Cancelled)

60. (Currently Amended) A program storage device readable by a machine, tangibly embodying a program of instructions executable by the machine to perform a method for a user to shop online in a three dimensional (3D) virtual reality (VR) setting, said method comprising:

receiving a request at a shopping server, the shopping server having a shopping cart memory, to view a virtual shopping location;

displaying the virtual shopping location on a user computer in a 3D interactive simulation view via a web browser to emulate a real-life shopping experience for the user, the virtual shopping location having at least one a first store and a second store;

obtaining a request to enter into [[a]] the first store of the virtual shopping location;

displaying an actual store website of the first store on the user computer in the same web browser, in response to the request to enter into the first store, wherein the actual store website of the first store is linked to the virtual shopping location, and wherein the actual store website is independently managed by the first store, and resides on a second server and does not reside on the shopping server;

receiving a request to insert a product from the actual store website of the first store into a virtual shopping cart; wherein the receiving of a request to insert includes storing the product into a shopping cart memory; and

storing the product from the actual store website of the first store in the shopping cart memory of the shopping server;

obtaining a request to enter into the second store of the virtual shopping location;

displaying an actual store website of the second store on the user computer in the same web browser, in response to the request to enter into the second store, wherein the actual store

website of the second store is linked to the virtual shopping location, is independently managed by the second store, and resides on a third server;

receiving a request to insert a product from the actual store website of the second store into the virtual shopping cart;

storing the product from the actual store website of the second store in the shopping cart memory of the shopping server;

receiving a request to purchase the products in the virtual shopping cart; wherein the products in the virtual shopping cart are from different stores of the virtual shopping location.

61. (Currently Amended) The method of claim 1, further comprising:

receiving a request to view [[a]] the product from the actual store website of the first store; and

presenting the product from the actual store website of the first store in a 3D interactive simulation view to emulate a real life viewing of the product.

62. (Currently Amended) The apparatus of claim 23, further comprising:

means for receiving a request to view [[a]] the product from the actual store website of the first store; and

means for presenting the product from the actual store website of the first store in a 3D interactive simulation view to emulate a real-life viewing of the product.

63. (Currently Amended) The apparatus of claim 45, further comprising:

a product requester coupled to the shopping server, the product requester to request to view a product from the website of the first store; and

a 3D VR product presenter coupled to the product requester, the 3D VR product presenter to present the product from the website of the first store in a 3D interactive simulation view to emulate a real-life viewing of the product.

64. (Currently Amended) The apparatus of claim 45, wherein at least one of the actual store websites ~~website~~ has one or more enhanced VR features.

65. (Currently Amended) The method of claim 60, further comprising:
receiving a request to view ~~[[a]]~~ the product from the actual store website of the first store; and
presenting the product from the actual store website of the first store in a 3D interactive simulation view to emulate a real life viewing of the product.

66. (Currently Amended) The method of claim 60, wherein at least one of the actual store websites ~~website~~ has one or more enhanced VR features.